

SORO NC Board Applicant Biographies

16 June 2011

Sam Jagger

Candidate for Business 5 Seat

Sam Jagger joined Mr. C Beverly Hills as General Manager in October 2010, his most recent post prior was at the Fairmont Miramar Hotel & Bungalows, Santa Monica as the Director of Sales & Marketing prior to which he was at Palms Place Hotel and Spa in Las Vegas, where he held the same title. He also worked with the Morgans Hotel Group (2000-2007) in various capacities including Director of Marketing and Associate Director of Sales at the Mondrian LA Hotel property and Regional Director of Sales Miami at Delano Shore Club and Mondrian South Beach Hotel property. Sam began his career with Morgans Hotel Group as a Sales Manager with Ian Schrager Hotels in London. Sam has also held management positions with Hilton Hotels (1998/1999). Jagger will manage a team of 200+ operational personnel and understands what it requires to deliver a luxury hotel experience.

Holding a degree in Hotel Catering and Institutional Management from the University of Huddersfield in England, Sam and his wife, Melinda along with their three dogs reside in West LA. In his free time Sam enjoys golf, travel, food and wine.

Troy Richardson

Candidate for Business 5 Seat

My name is Troy Richardson, and I have lived in the SoRo area for a little over five years. I love its diversity, the great number of businesses, and the location close to everything in Los Angeles while still being off the main path of Hollywood and Downtown. I would like to actively participate in what is going on in the area.

I have been doing sales and marketing for over 15 years. Graduating from Berklee College of Music, most of my experience is in the musical instrument field, but sales and marketing skills can be used in a variety of different ways. Over the last year, most of my marketing work has been in writing ad copy, press releases, and search engine optimized articles and text. I would like to use these skills to help add visibility to the council and the neighborhood in general. I would not call myself an expert in social media, but I have a good overview and have worked on a good number of projects involving that. I would be able to lend my knowledge in that area, should that be something the board would like to explore. In addition to my company that handles sales and marketing accounts, I do own one guitar company on my own and have some understanding of the challenges that small businesses in our area face.



Board Committee Membership

Board members must attend at least 7 committee meetings within a 12 month period.

Note that Bylaws, Econ Revitalization, and Board Development meet infrequently. Those three ad hoc committees may only have 6 voting members.

Committee	Edu- cation	Green Team	Land Use	Out- reach	Public Safety	Bylaws	Econ Revital	Board Dev
Rachel Lester								
Kimber Smith								
Harold Bock								
Robyn Braun								
Bette Billet								
Michael Lynn								
Nick Burkhart								
Joe Gjonola								
Paula Waxman								
Zone 10								
Brian Kite								
Nahed Guirguis								
Terry Gomes								
Ben Bellet								
Gerald Chavarria								
Barry Levine								
Marj Safinia								
Martin Epstein								
Business 5								
Sue Burden								
Doug Fitzsimmons								
Victor Mitry								
Organization 4								
School 1								
Erick Morales								

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Terrence Gomes
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Public Safety
Land Use
Education
Green Team
Outreach

7:00pm
6:30pm
7:00pm
7:00pm
7:00pm

First Monday of the month
First Tuesday of the month
Second Tuesday of the month
Second Wednesday of the month
Last Monday of the month



Outreach Committee Strategic Plan

Adopted 19 May 2011

I. PURPOSE & MISSION

Community engagement and outreach are mandated by both the Los Angeles City Charter and the Bylaws of South Robertson Neighborhoods Council (COUNCIL). The primary function of the SORO NC Outreach Committee (OUTREACH) is to facilitate and support the Council in fulfilling this mandate by utilizing a variety of means including: developing and sustaining an impactful communications infrastructure, dynamically engaging stakeholders on issues that impact their wellbeing, systematically promoting the organization and its values, and proactively building community among individuals and organizations invested in the welfare of the council area.

II. ACTION AREAS

The objectives of OUTREACH are to be achieved through a number of Principle Action Areas listed below.

1. COMMUNICATIONS

Every successful organization is characterized by a unique and clearly defined public identity and communication strategy. To ensure a powerful, unified and cohesive voice for the COUNCIL, OUTREACH will create and manage a number of communication and media tools in coordination with other SORO NC Council Committees (COMMITTEES). These tools include establishing and managing a unified public presence across all media (print, audio-visual, webpage, social media, blogs, email, mobile and other digital communications), and creating editorial & communication guidelines and procedures to effectively manage these tools.

Objective - Facilitate communication between the COUNCIL, stakeholders, elected officials and the public by creating and managing standardized mechanisms for the COUNCIL and each of its COMMITTEES to:

- Ensure that all communication and outreach goals and actions are strategically aligned with the stated mission, goals and objectives of the COUNCIL.
- Assess community needs and concerns and express these to the full COUNCIL, stakeholders and the public.
- Communicate its presence, goals, objectives, and actions to stakeholders and the public by means of internal media and the external press.

2. OUTREACH

Objective – Creatively engage stakeholders in ways that advance the area's social, cultural and economic welfare.

- Undertake efforts to build a meaningful sustainable forum for dialogue and active partnerships between the COUNCIL, Stakeholders, Neighborhood Leaders, and Elected Representatives.
- Direct stakeholders to municipal and community resources that can address their needs/concerns in a timely manner.
- Actively encourage all stakeholder groups to participate in COUNCIL meetings, activities, and leadership.

3. BRANDING

Objective - Help build a unified and cohesive identity for the COUNCIL that is consistent with and positively reflects the communities that it represents.

- Provide standardized tools for the COUNCIL and each of its COMMITTEES to ensure that public representation of the COUNCIL are consistent with its mission and objectives visually and thematically coherent.

4. MARKETING

Objective - Resourcefully promote and build awareness about the COUNCIL to stakeholders and the public in thoughtful and innovative ways.

5. COMMUNITY BUILDING

Objective - Foster a sense of community, pride, ownership, empowerment, and goodwill among all stakeholders and guests within COUNCIL boundaries.

- Produce outreach initiatives and events that creatively engages the community on issues of mutual concern.
- Provide financial and outreach support to community activities that advance the Council's community engagement objectives.

III. GUIDING PRINCIPLES

- OUTREACH serves the COUNCIL and each of its COMMITTEES.
- **Every board member** has a responsibility to actively outreach to the community in accordance with the COUNCIL's mandate to serve and represent its stakeholders.
- OUTREACH enthusiastically encourages the participation, talent, and insight of every board member and community stakeholder.



Motion to Support SB 568, a Bill Prohibiting Food Vendors from Dispensing Prepared Food in Polystyrene Foam Food Containers

Agenda Item: GB061611-5
Date: June 16, 2011
Proposed By: Green Team Committee

Summary

Expanded Polystyrene (or EPS, trademark name “Styrofoam”) costs California taxpayers billions of dollars to remove from the environment, is rarely recycled, threatens marine wildlife, and human health. Therefore we support legislation to ban the use of Styrofoam food containers until 60% can be recycled.

Full Proposal

Senate Bill 568, which passed in the Senate with a bipartisan vote of 21 to 15, proposes to reduce the litter and waste generated from polystyrene foam takeout food packaging by prohibiting a food vendor from dispensing prepared food to customers in a polystyrene foam food container after Jan. 1, 2014. A vendor may dispense prepared food to a customer in a polystyrene foam food container, if the city or county in which that business resides elects to adopt an ordinance to implement a verifiable recycling program for polystyrene foam food containers where there is a reasonable likelihood that at least 60 percent of the polystyrene foam food containers will be recycled.

Currently only .2% of polystyrene food packaging is recycled (Heal the Bay). Because it is lightweight, polystyrene floats, and easily breaks into small pieces. Polystyrene packaging is easily carried from streets through storm drains to the ocean where it constitutes the second most abundant form of beach debris littering urban California beaches.

At a time when local agencies are facing budget challenges, the costs incurred to deal with polystyrene litter and waste clean-up are significant. Southern California communities are required by the US Environmental Protection Agency (EPA) to reduce litter. Since 2001, Southern California cities have spent over \$1.7 billion removing trash from our storm drain systems leading to the L.A. River and Ballona Creek in order to comply with EPA storm water regulations.

Styrofoam’s impact on wildlife is significant. Styrofoam “does not biodegrade in the marine environment and is mistaken for food by marine life. Particles of polystyrene clog the digestive system, prevent the absorption of nutrients, and lead to starvation.” (Heal the Bay)

Styrofoam poses a health problem. The National Toxicology Program has just named styrene – a major component of polystyrene – a human carcinogen. Studies demonstrate that polystyrene food containers are harmful to human health. The styrene in food containers leaches into the food when heated, or when it comes in contact with acids, grease or oil. U.S. EPA scientists found Styrene in 100 percent of all human tissue samples in a 1986 study. These dangers to the general population are even more acute for the workers who must deal with the substance directly and

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often. Studies of workers exposed to high levels of styrene have found increased risks of leukemia and lymphoma and genetic damage to white cells. (New York Times, June 10, 2011) Styrene is a known lab animal carcinogen, and workers exposed to it may also suffer increased risk of neurological problems such as loss of hearing, balance, and spatial orientation.

Proposed Motion

That the South Robertson Neighborhoods Council write a letter (**copy attached**) to select state assembly representatives and the state governor, supporting the passage in the Assembly of SB568, a bill which prohibits food vendors from dispensing food in polystyrene foam food containers until the vendor’s city and/or county adopts an ordinance to implement a verifiable recycling program for polystyrene foam food containers where there is a reasonable likelihood that at least 60 percent of the polystyrene foam food containers will be recycled.

Considerations

Pro

The Green Team voted unanimously to support this bill. It is an important bill which will alleviate costs to California taxpayers, the environment, and human and wildlife health

Con

There will be a financial impact on the polystyrene industry.

Board Notes

Votes For:

Against:

Abstain:



June 16, 2011

Assembly Member Holly Mitchell
P.O. Box 942849
Sacramento, CA 94249-0047

RE: SUPPORT: Senate Bill 568 (Lowenthal): Polystyrene Foam Takeout Food Packaging

Dear Assembly Member Mitchell,

On behalf of the South Robertson Neighborhood Council, we want to express our support of Senate Bill 568 which recently passed in the Senate by a bipartisan vote of 21 to 15. The South Robertson Neighborhoods Council encourages you also to officially support it when it is voted upon in the assembly later this year. Polystyrene (also known as Styrofoam™) takeout food and beverage containers are used once for a short time before they become waste, and often litter. Senate Bill 568 proposes to reduce the litter and waste generated from polystyrene foam takeout food packaging by prohibiting a food vendor from dispensing prepared food to a customer in a polystyrene foam food container.

Polystyrene packaging is pervasive in the environment, extremely damaging throughout its lifecycle, and rarely recycled. Currently only .2% of polystyrene food packaging is recycled (Heal the Bay). Because it is lightweight, polystyrene floats, and easily breaks into small pieces. Polystyrene packaging is easily carried from streets through storm drains to the ocean where it constitutes the second most abundant form of beach debris littering urban California beaches.

At a time when local agencies are facing budget challenges, the costs incurred to deal with polystyrene litter and waste clean-up are significant. This is especially true of Southern California communities that are required by the US Environmental Protection Agency (EPA) to reduce litter. Since 2001, Southern California cities have spent in excess of \$1.7 billion removing trash from our storm drain systems leading to the L.A. River and Ballona Creek in order to comply with EPA storm water regulations.

The impact on wildlife is significant. Styrofoam "does not biodegrade in the marine environment and is mistaken for food by marine life. Particles of polystyrene clog the digestive system, prevent the absorption of nutrients, and lead to starvation." (Heal the Bay)

Finally, SB 568 is a health issue. The National Toxicology Program has just named styrene – a major component of polystyrene – a human carcinogen. Studies demonstrate that polystyrene food containers are harmful to human health. The styrene in food containers leaches into the food when heated, or when it comes in contact with acids, grease or oil. U.S. EPA scientists found Styrene in 100 percent of all human tissue samples in a 1986 study. As is so often the case, these dangers to the general population are even more acute for the workers who must deal with the substance directly and often. Studies of workers exposed to high levels of styrene have found increased risks of leukemia and lymphoma and genetic damage to white cells. (New York Times, June 10, 2011) Styrene is a known lab animal carcinogen, and workers exposed to it may also suffer increased risk of neurological problems such as loss of hearing, balance, and spatial orientation.

The South Robertson Neighborhood Council supports Senate Bill 568 which represents a determined statewide effort to reduce litter, eliminate costly waste, particularly in our city budget, prevent the proliferation of marine debris, and protect human and wildlife health and welfare.

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Sincerely,

Doug Fitzsimmons, President
President, South Robertson Neighborhood Council

Cc: Governor Jerry Brown
Select Assembly Members

DRAFT



Motion to approve up to \$500.00 for Hamilton High School Beautification

Agenda Item: GB061611-6
Date: June 16th, 2011
Proposed By: Paula Waxman

Summary

With budget cuts to Hamilton High School's custodial and gardening staff, they are unable to replace dead or dying plants, mulch beds, and paint over graffiti. With \$500 and 50 to 70 incoming freshman student volunteers, we can make Hamilton High School looking beautiful and well-tended and give these incoming freshmen an investment in their new school.

Full Proposal

At Hamilton High School planters once filled with plants and meticulously tended go empty and now serve as trash cans, flower beds remain empty when plants reach their lifespan, graffiti has been painted over multiple times with different colored grey paint. Custodial and gardening staff have been cut to the point where they are just able to do basic maintenance.

The Green Team Committee met with Principal Garcia and Beth Ryan, the head of the Summer Teen Program to see how we could help get Hamilton High School off to a better start next year.

The Summer Teen Program will consist of 50 to 70 incoming Hamilton High School Freshmen. Beth Ryan has offered to bring them onto the Hamilton High School campus each Wednesday over a 10 week period. The group of incoming students will work in the Hami Learning Garden with the Master Gardener and break up into work crews of 5 to 10 to tackle the various parts of the campus that need restoring.

The majority of high school students drop out after their sophomore year of high school. This will accomplish several needs. It will provide the incoming students with an opportunity to familiarize themselves with the campus so that it will not be such a strange, intimidating place. It will give them an investment in the school. In addition, this program will help get the school get off to a good start next year and help maintain the learning garden through the summer months.

Paula Waxman will be able to get some tools and supplies from the city. Paula will be writing grants to get soil amendments from Kelloggs. Larry Hess will be able to get some plant donations from neighborhood nurseries, and Hamilton will have some supplies, but this will not cover all expenses. We should give these students the chance to invest in their school.

Proposed Motion

That the South Robertson Neighborhoods Council approve up to \$500.00 for the purchase of plants, soil amendments, tools and supplies needed to beautify repair and maintain Hamilton High School.

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Considerations

Pro

This program helps incoming Hamilton High School freshmen, Hamilton High School, the Hami Learning Garden, and the community.

Con

None

Board Notes

Votes For:

Against:

Abstain:



Motion to fund an additional \$300 for Movies in the Park with CD-10

Agenda Item: GB061611-7
Date: 16 June 2011
Proposed By: Marjan Safinia

Motion to fund an additional \$300 towards CD-10's 4th Annual Movies in the Park series at Reynier Park within SORO on July 1st 2011.

Full Proposal

This motion follows up on last month's board decision to allocate \$1500 to Movies in the Park. This motion requests an additional board allocation of \$300 to cover the additional cost of purchasing food for the event. Pricing had gone up significantly from last year and the additional funds are needed to cover the required amount of food.

In the past, this event has attracted upwards of 600 people to the park, making it one of the largest Outreach opportunities we support in the community. This also offers us an opportunity to continue our close collaboration with the CD-10 office.

The event will be held on July 1st at Reynier Park.

Proposed Motion

- I. That SORO NC fund an additional \$300 to co-sponsor CD-10's Movies in the Park series specifically for Reynier Park. The even will occur on July 1st 2011.

Considerations

Pro	Con
Large outreach opportunity that people have come to expect in the community	Cost
Funding now allows us to use the balance of this year's funds for benefit to our community, in case funds are swept by the budget committee.	Movies in the Park is a CD-10 branded event which occurs in several locations, so it's not specifically a SORO NC branded event.

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Board Notes

Votes For:

Against:

Abstain:

Proposed Amendments:



Motion to approve FY 2011-12 budget

Agenda Item: GB0616-9
Date: 16 June 2011
Proposed By: Terrence Gomes

Approves SORO NC's fiscal year 2011-12 budget and outlines internal committee allocations

Full Proposal

This year's budget effort was particularly challenging. The individual NC allocation for FY 2011-12 has been reduced to \$40,500 and all rollover funds have been swept.

At the June 9th Finance Committee meeting, the attendees proposed the following breakdown by committee:

Education	\$5,500
Green Team	\$7,000
Land Use	\$2,000
Operations	\$6,000
Outreach	\$14,250
Public Safety	\$5,750
Total	\$40,500

Since we do not have the cushion of a rollover, each committee must be responsible for carefully managing their funds throughout the year.

Note that our official budget for DONE breaks down our expenditures within four categories: 100 Operations, 200 Outreach, 300 Community Improvement, and 400 Neighborhood Purpose Grants. Since committees projects may fall under any of these categories, the DONE budget does not correspond to our internal committee allocations.

Proposed Motion

I. To approve the attached FY 2011-12 budget for submission to DONE

Considerations

Pro

Giving committees a set budget to manage against encourages strategic spending.

Con

Does not list specific NC line items as in previous years.

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South Robertson Neighborhoods Council
Budget for Fiscal Year 2011-2012
DRAFT June 16, 2011

Funds			
Yearly Allocation			\$ 40,500.00
Rollover			-
Total			\$ 40,500.00
Budget	Category	Annual Total	
Codes			Total
		%	
100 Operations			
WEB	Website Maintenance/Enhancement/Creation		200
FAC	Facilities Related and Space Rental		2,200
POS	Postage		150
OFF	Office Equipment and Supplies		500
MIS	General Operations/Miscellaneous		2,950
EDU	Board Retreat/Training		0
TAC	Staffing and Temporary Help		0
TRL	Translation and Transcription		0
	Sub Total	14.81%	6,000
200 Outreach			
EVE	Event Expenses		14,250
ELE	Election Outreach and related costs		0
	Sub Total	35.19%	14,250
300 Community Improvement			
CIP	Community Improvement Projects-Green Team		\$ 7,000
CIP	Community Improvement Projects-Public Safety		\$ 4,300
CIP	Safe Passages-Phones		\$ 1,450
CIP	Community Improvement-Land Use		\$ 2,000
CIP	Community Improvement-Education		\$ 5,500
	Sub Total	50.00%	\$20,250
400 Neighborhood Purpose Grants			
	Sub Total	0.00%	\$0
	Grand Total		\$ 40,500

Budget Narrative:

OPERATIONS:
 Operations includes operational expenses such as: audio/video expenses, translation and transcription costs, rent and maintenance costs related to facilities, fees for space and storage rentals, supplies and copying for board meetings and committee meetings and other administrative expenses such as staffing and temporary help, postage, mail service, business cards and letterhead, board retreats and training, and other expenses deemed necessary by the NC board.

OUTREACH:
 Outreach expenses include, but are not limited to, hosting and maintenance of the NC website, emails and stakeholder database, newsletters, banners, outreach advertising, stakeholder outreach events, elections, postage and mailings related to outreach efforts and other general outreach expenditures as approved by the NC board.

Specific Outreach events should be specifically approved by the NC board and reflected in the minutes.

COMMUNITY IMPROVEMENT PROJECTS :

Community Improvement Projects and Neighborhood Purpose Grants cover a wide array of projects for the community. Some examples are: costs associated with beautification projects, tree planting, sidewalk washing, median maintenance, infrastructure projects to City owned facilities, sports facilities, fire stations, police station, parks and other community facilities; community based events and programs such as CERT training, disaster awareness and preparedness, neighborhood watch and life and safety programs; graffiti abatement, to name a few.

NEIGHBORHOOD PURPOSES GRANTS:

Qualifying schools and 501(C)3 non-profit organizations are eligible for Neighborhood Purpose Grants.

Specific Community Improvement Projects and Neighborhood Purpose Grants should be specifically approved by the NC Board and reflected in the minutes.



<i>Codes</i>	<i>Description</i>	<i>Budget Category</i>
ADV	Advertisement	OUTREACH
AUD	Audio and Video Services	OPERATIONS
CIP	Community Improvement Projects	COMMUNITY IMPROVEMENT
ELE	Election Expense	OUTREACH
EVE	Event Expense /Food and Refreshments	OUTREACH
FAC	Facilities-Related and Space and Storage rental	OPERATIONS
GRT	Neighborhood Purpose Grant	NEIGHBORHOOD PURPOSE GRANT
MAT	Material Distribution	OUTREACH
MEE	Meeting Expenses	OUTREACH
MIS	Misc. Supplies	OPERATIONS
NEW	Newsletter Expense	OUTREACH
OFF	Office Equipment and Supplies	OPERATIONS
RET	Board Retreat and Training Exp.	OPERATIONS
TAC	Staffing and Temporary Help	OPERATIONS
TRL	Translation and Transcription	OPERATIONS
WEB	Website Development and Maintenance	OUTREACH



Motion to create a Parks & Recreation ad hoc committee with the official SORO NC LVNOC reps as co-chairs

Agenda Item: SB061611-1

Date: 16 June 2011

Proposed By: Executive

The ad hoc committee will provide an NC forum for discussion of Robertson Rec Center development

Full Proposal

The proposed redevelopment of the Robertson Recreation Center would represent a major change in SORO's park system and recreation offerings. As part of that development process, Proposition K (<http://propk.lacity.org/aboutus.htm>) provides for a seven-member Local Volunteer Neighborhood Oversight Committee (LVNOC) appointed by the Council Member and City Engineer. Four of those seats are set aside for neighborhood representatives; Council Member Koretz has agreed to give SORO NC two of those spots. (Prop K predates the NC system).

The reps would serve during the entire length of the LVNOC process and commit to attending all scheduled meetings.

Since we do want broader NC and community participation, this motion creates an ad hoc committee to hold public meetings throughout the approximately 18-24 month process. The LVNOC reps would serve as co-chairs for the length of the development process.

Proposed Motion

- I. To create a Parks & Recreation ad hoc committee to advocate for and to gather and communicate community input on our local parks and recreation facilities.
- II. To create two official SORO NC representatives to the Local Volunteer Neighborhood Oversight Committee. For the life of the Robertson Recreation Center redevelopment project, the LVNOC reps will also act as co-chairs of this ad hoc committee.

Considerations

Pro

Makes it easier for us to solicit NC and community input.

Con

An ad hoc committee limits us to 6 voting members--although meetings may be attended by anyone.

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